

UNIVERSITY MISSOURIAN  
(Wednesday, March 17, 1915)

## HENRY KING.

Capt. Henry King, eighteen years editor of the Globe-Democrat, who died Monday, was a distinguished figure in the nation's journalism. Declining public office, devoting himself entirely to his profession, he was easily among the foremost of American editors. The Globe-Democrat, under his direction, was a great conservative newspaper, powerful in advocacy and in attack.

Personally one of the most lovable of men, no one had more and warmer friends than he among the members of his own profession. He was ever alert to help the younger fellows. His door was always literally, as well as figuratively, open to every journalist, however humble. He was at all times and from the heart a gentleman. The public, which knew him through the columns of a metropolitan newspaper, will regret the passing of the great editor. But the hundreds of newspaper folk who knew and loved him will sorrow profoundly, for to them his death is a deep personal loss.

## TIPPERARY.

Some persons here know about as much concerning Tipperary as was at one time known about Porto Rico. Its recent publicity has only served to fix the name in their minds. Therefore, although it is late in the day, we will talk just a little bit about Tipperary.

There are three of them, the first of which is Tipperary County, the largest of the trio. It is in the central-southern part of Ireland, and along with counties Cork and Kerry and a few others less well-known goes to make up the southwestern province of Munster. It is about 65 miles long and 40 miles wide, contains 1,051,304 square miles and 152,000 people. With these statistics finished it might be interesting to know that the river Shannon flows along its northern boundary. Perhaps that is one reason the Irishman looks back across the long miles to Tipperary.

Next there is Tipperary town. Sure, of course you remember now, that little Irish song about the colleen and the seven little pigs:

"As I went out one evening from Tipperary town,

I met a pretty colleen among the heather brown," a much better song than the current one. And Tipperary town is the county's namesake.

At last we come to our own edition of the word which we lengthen into "It's a Long, Long Way to Tipperary." This cheap and catchy song, popular everywhere, was born in an American music hall in 1912, and became famous only when it joined the Allies.

And now with St. Patrick's day here, if you would be a real Irishman, and a-wearing-of-the-green-Celt, you must drop that pronunciation "Tipper (air) y" and call it "Tipper (are) y."

## FILLING AN ARMY BY ADS.

Not long ago Lord Kitchener was a conscriptionist. He had the immense task of getting together an army ten times larger than England had ever planned. It looked as though this army would, beyond a certain point, have to be filled by conscription.

But all this time there was at work an influence that Kitchener knew little about. Hedley Le Bas had made a fortune in the publishing business. He said he could raise an army by advertising. An official of the war office told him to go ahead. "Your kind and your country need you," was all that first advertisement said, but it struck the English mind square in the center. It blazed forth in the newspapers and on posters and billboards everywhere. That was the beginning of the campaign.

A little later Lord Roberts died at the front. "Lord Roberts did his duty, will you do yours?" was the next call flashed over the kingdom. And so on through the stages of the war, he followed public sentiment with his appeals. Two months ago the tide turned, and the recruits began coming in faster than they could be equipped.

England was saved from conscription, and will send no man to the front against his will. Advertising is

indeed a powerful force, when it can send millions into a war, when so many of those millions are going to certain death. Le Bas went on the theory that if the people knew the facts and pondered on them long enough they would fight without conscription, which is so much better than forcing them to fight, possibly without even knowing why. Too many armies have been filled in the latter way. After all advertising is nothing but letting the people know.

## THREE-LINERS.

Do the lawyers open up the Thaw trial each time because Harry K. gets a little more money?

Bank deposits have increased markedly in Ireland since the war began.

The last time London heard the boom of an enemy's guns was in Charles the Second's reign.

There are twenty-four clubs exclusively for women in London. The members are not all militant.

Have you noticed the small boy with saw and hammer, making bird-houses? Spring is here.

Nct "embracing his opportunity" caused a divorce suit in St. Louis last week.

Missouri may send good seed corn to ten stricken Ozark counties. A bill has passed the lower house.

The state legislature adjourns Saturday night. How many members will be in the forty-ninth session?

St. Louis is assured of a full vote at the next election. Columbia does not need such measures.

A person should drink about six glassfuls of water every day to supply the body with proper food.

## The Open Column

## That Junk Heap Again.

Editor The Missourian:—Columbia prides itself on being the Athens of Missouri. That pride probably gets something of a fall if we look over the city with the eyes of the visitor. We are so used to looking at our good points as a city and so accustomed to our bad points that we see but the former.

For instance: The junk heap in the square south of the courthouse would make a distinctly bad impression on the visitor. To make the matter worse, it is located in a section of town rarely missed by persons who come to the city. True, a line of sign boards now hides a portion of the pile of scrap iron, but even that doubtful civic improvement can't do all the work of hiding the junk heap. Why can't the city arrange for the removal of this scrap pile? It would be the first step toward civic improvement. We might then be more in a position to talk of building a new city hall, or starting a municipal group of buildings.

Nor is that the only spot of the kind in Columbia. On the same street, leading to the University, there is a vacant half-block, filled only with broken buggy-wheels and old cans. Let's start our civic improvement by removing the junk heaps. —E. C.

## WILL LIVE ON 400-ACRE ISLAND

Roy Acton and Miss Mary Hawkins Married at Courthouse.

A 400-acre island, in the Missouri river near Providence will be the home of Roy Acton, 21, and his wife, who was until Monday Miss Mary S. Hawkins. They were married at the courthouse by Judge William T. Johnson of the County Court.

Mr. Acton is the son of George Acton, who lives near Providence. Mrs. Acton is the 20-year-old daughter of Bennett Hawkins, living northwest of Columbia.

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## The Literary Trawler

## An Apology for Idlers.

Look at one of your industrious fellows for a moment, I beseech you. He sows hurry and reaps indigestion; he puts a vast deal of activity out to interest, and receives a large measure of nervous derangement in return. Either he absents himself entirely from all fellowship, and lives a recluse in a garret, with carpet slippers and leaden ink pot; or he comes among people swiftly and bitterly, in a contraction of his whole nervous system, to discharge some temper before he returns to work. I do not care how much or how well he works, this fellow is an evil feature in other people's lives. They would be happier if he were dead.—R. L. Stevenson.

## On "The City Beautiful."

At the meeting of the Civic League next Tuesday afternoon at the Y. M. C. A. Building, Mrs. J. G. Babb will talk on "The City Beautiful."

## UNDERCLASS GIRLS WIN

Freshmen Beat Seniors, 30 to 6—Sophomores Defeat Juniors, 13 to 8.

The freshman girls defeated the seniors by a score of 30 to 6, and the sophomores defeated the juniors by a score of 13 to 8 last night at Rothwell Gymnasium, in the first of a series of inter-class games. Paul F. Barnes and Jacob Speelman were the officials.

The girls who played were: Freshman, Helen Eastlake, Dorothy Mumford, Ruby Cline, Emma Murry, Lois Patton, Elsie Holekamp and Norah Jamieson; sophomore, Caralee Strock, Mildred Spalding, Mary Robertson, Neva Smith, Vera Waltner, Mary Percival and Katherine Smith; junior, Marie Brown, Ella Helm, Geneva Drinkwater, Helen Hungate, Helen Smith, Hope Hibbard and Helen Jacobs; senior, Ruth Gundlach, Lorrain Rethwilm, Enid Patterson, Margaret Carrington, Marguerite Murphy, Jess Cline and Vera Waltner.

The next games will be played tomorrow, when the freshmen will meet the sophomores and the juniors the seniors.

## T. K. SMITH IN BOND FIRM

Graduate of the University a Member of New St. Louis Company.  
Tom K. Smith, an alumnus of the University, is one of the members of the new St. Louis bond firm of Kauffman, Smith, Emert and Company. The firm will buy and sell securities based on taxation.

Mr. Smith received his A. B. in 1904. He represented the University of Missouri at the Louisiana Purchase Exposition in St. Louis in 1904.

## Pittsburgh Grads Honor St. Pat, Too.

While the engineering students here are having their annual festivities at Columbia Hall tonight the Missouri engineering graduates in Pittsburgh will celebrate with a St. Patrick's banquet.

NEVERBIND  
Boston Garter

ONE LOOK tells you why you're going to wear NEVERBIND—lifts on the sock just enough to keep it smooth.  
Sample pair, postpaid, mercerized 25c; double grip 35c; silk 50c.  
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Co-Op  
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## CO-OP

In Academic Hall

## Let the Children Play "Grown-Ups"

So many little girls and boys come to the Cafeteria from school at noon for dinner. It saves a long walk home—

## And how they enjoy it!

To find everything they like and to eat at a table all to themselves—Why it's quite grown-up.

As one mother said, when she wanted to give the children a treat she let them dine at the Cafeteria. Another said her little girl got fat eating at the Cafeteria because she could always find many things she liked, therefore ate more than she did at home.

All you mothers know how excited the children are at noon. They rush in from school hardly eating in their desire to get out to play.

Let them play while they are eating at the Cafeteria. They will have a wholesome well cooked meal.

## THE CAFETERIA - on the Campus

Breakfast 7 to 8:45

Dinner 11:30 to 1

Supper 5:30 to 7

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Delicious  
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